

**The original documents are located in Box 65, folder “June 20, 1972 - Jeb S. Magruder - Public Perception of the President's Ability to Handle Environment/Pollution” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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## Committee for the Re-election of the President

## MEMORANDUM

~~CONFIDENTIAL/EYES ONLY~~

## MEMORANDUM FOR:

THROUGH: JEB S. MAGRUDER

FROM: TED J. GARRISH

SUBJECT: Public Perception of the President's Ability to Handle Environment/Pollution

We have recently completed an area by area analysis of the public perception of President's ability to handle pollution problems. In doing so we have compiled a list of priority areas where the President is viewed poorly in his ability to handle this problem. The President's rating varies considerably by city and I have attached a list in order of priority of those areas we would suggest where special emphasis would be more productive. Whatever publicity your government agency could produce for each geographic area would aid in improving the President's image on this issue and also would eventually help in improving the President's voting strength. Personal appearances in the priority areas by surrogate speakers would be beneficial. Van Shumway of our press section could assist you in obtaining additional publicity.

Various criteria were used in selecting the priority areas. First, we considered those areas where the President's ratings were significantly poorer than the national average. Second, we limited our list to those areas where we felt additional effort would improve the President's voting strength, giving special weight to those states with large electoral votes.

The State of California deserves special attention. In virtually all geographic regions of California the President receives poor environment/pollution ratings. It would seem appropriate for a special effort to be made in this state.

Our initial research of the President's advertising has shown that voters in large metropolitan areas do not identify with pollution problems which do not touch them on a daily basis. Promotions would be of most benefit if they related to local problems. Our national studies did show, however, that elimination of air and water pollution are the major concerns in the environmental area.

If we can be of further assistance, please call.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an  
Administrative Marking



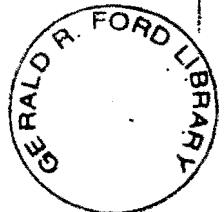
By CCG NARA, Date 2/8/2010

SPECIAL AREA PRIORITIES  
TO IMPROVE PERCEPTION  
OF THE PRESIDENT IN  
HANDLING POLLUTION/ENVIRONMENT

1. California<sup>1/</sup>
2. New York City and suburbs
3. Philadelphia Metro
4. Cleveland Metro
5. St. Louis Metro
6. Baltimore Metro
7. Mid and East Texas (Including  
Austin and Houston)
8. Portland Metro
9. Milwaukee Metro
10. Toledo Metro
11. Pittsburgh Metro

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<sup>1/</sup> Emphasis should be in the population centers,  
particularly Los Angeles and San Francisco.



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